

Ethics Role Play

The student's response needs to follow company guidelines, use their ethics and values, all while trying to keep the customer as theirs. Avoid slander and disparagement in the response and speak to your company's qualities and what you have to offer. Speak why their offer is still better for the customer in the long run. (5 points)

1 - Student did not demonstrate an understanding of the companies ethical values, personal code of conduct or avoid defamation of competitors.	2 - Student tried to follow the company policy, follow their personal values/code of conduct, and avoid engaging in defamation but still was susceptible to the customers wants/	3 - Student followed most company policies, personal values and code of conduct and almost avoid defamation. They didn't engage in unethical behavior but was inclined to.	4 - Student engaged the customer in solid ethical practices, demonstrated their values and avoided defamation. However, they still spent their time addressing the competitor instead of their products.	5 - Student engaged the customer in solid ethical practices, demonstrated their values and avoided defamation. Plus, they emphasized their products, company and services rather than the competition.
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Requirement	Score
1.) Demonstrates the 3 keys to partnering, Shared value , Purpose of the partnership , Supporting Role	
2.) The salesperson demonstrates a positive self image, character/integrity, and has the win-win attitude that helps enhance the relationship.	
3.) Demonstrates quality voice, effective tone, and uses an effective speech that is enthusiastic and enlightening.	
4.) Demonstrates proper manners including: the greeting, appropriate use of language, and communication skills.	
5.) Demonstrates genuine interest by actively listening and using topics that the customer can relate to.	

1	2	3
Improvements Needed - Relationship skills are lacking confidence and effective use during the role play experience.	Secured - Relationship Skills demonstrated show comfort in how to use them and when but they are lacking expertise.	Expert - Confident in their use of the relationship building skills and uses a high level of emotional intelligence to make connections.